

## **SUBSCRIPTION MEMBERSHIP MARKETING APPLICATION FOR THE INTERNET**

### **ABSTRACT OF THE DISCLOSURE**

The present invention provides network based reporting techniques designed to meet the needs of subscription based marketers. Clients access, edit report on, and analyze their subscriber database using the Internet, for example. In a representative embodiment, a plurality of client computers connect to the Internet using a local area network (LAN), for example. The client computers pass security protocols before gaining access to web, application and database servers. Once connected, the client computers are able to retrieve and display information using a web browser. Database contents are denormalized to provide the capability to generate reports based upon relatively large amounts of information. In addition, the data is transformed into a structure specifically to facilitate and enhance multi-channel subscription marketing activities.

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